



700 Kipling Street, Suite 4000  
Lakewood, CO 80215-8000  
303-239-4100 ♦ Fax 303-239-4125  
[www.colorado.gov/ag](http://www.colorado.gov/ag)

John T. Salazar, Commissioner  
James C. Miller, Deputy Commissioner



John Hickenlooper  
Governor

January 1, 2011

Dear Colorado Agricultural Producer:

The Colorado Department of Agriculture is beginning to compile information for the 27th Anniversary edition of the *Colorado Farm Fresh Directory*. This year's directory will once again be published as a stand-alone booklet and will be published on the Internet as part of the Colorado Department of Agriculture's web site, [www.coloradoagriculture.com](http://www.coloradoagriculture.com).

When the fresh produce season approaches each year, we are inundated with requests for the directory, which lists farmers' markets, roadside stands, agritourism activities and u-pick operations in the state. In addition to helping Coloradans locate high-quality, locally grown fruits and vegetables and other agricultural products, the directory includes county fair listings, agricultural festivals, a crop calendar and other useful consumer information.

Over the years *Farm Fresh* has earned the reputation of being the "go-to" guide for the media as well as consumers. An aggressive public relations campaign results in a great deal of positive publicity about the *Colorado Farm Fresh Directory* in the local media, including television and print.

Our goal is to publish 90,000 copies of the directory and distribute them free of charge to consumers throughout the state in early June. The publication will be distributed statewide through libraries, extension offices, bookstores, farmers' markets, welcome centers and milk delivery services that reach key demographic households on Colorado's Front Range.

In addition to featuring your information in the printed publication, you will be invited to be in Colorado Market Maker (CMM), an online resource that locates producers, businesses and markets of food products, providing an important link between Colorado producers, their buyers and consumers. There is no additional charge for this service.

Help us celebrate the 27th Anniversary of *Farm Fresh* by listing in this year's directory. Please complete the enclosed listing form and return it with your check for \$25.00 **no later than February 28, 2011**.

Thank you for considering this opportunity to reach a target audience that is predisposed to purchasing Colorado products. At the same time, you are supporting a program that is beneficial not only to small agricultural producers, but the community as a whole.

We are also offering full pages of advertising to fund publication costs that are not covered by listing fees. This is an excellent opportunity to convey more detailed information about your products to a very targeted audience.

If you have questions or would like advertising information, please call me at (303) 239-4115. Thanks for your support of Colorado agriculture!

Sincerely,

Loretta Lopez  
Farm Fresh Editor

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**Markets Division**

700 Kipling St., Suite 4000, Lakewood, CO 80215 ♦ 303-239-4114 ♦ 303-239-4125 Fax

# 2011 Colorado Farm Fresh Directory Listing Form

Return completed form and \$25 listing fee no later than February 28, 2011 to:

Colorado Department of Agriculture  
Markets Division  
700 Kipling St., Suite 4000  
Lakewood, CO 80215-8000

Make check payable to: Colorado Department of Agriculture

Agricultural producer listed must produce agricultural products/fruits/vegetables/meat/raise livestock as well as sell products direct to the public or offer agritourism activities in Colorado to be included in the directory.

## Please print or type

1.	Business Name:		
2.	Business Address:		
	City:	State:	Zip:
3.	County:		
4.	Mailing Address (if different from above):		
	City:	State:	Zip:
5.	Contact Person:		
6.	Telephone: (     )		
7.	E-mail address (if applicable):		
8.	Web site address (if applicable):		
9.	Call before coming?	<input type="checkbox"/> yes	<input type="checkbox"/> not necessary
10.	Directions:		
11.	<b>Dates</b> open for business:	through	
12.	<b>Days</b> of the week open for business:		
13.	Business hours:		
14.	Do you offer tours?	<input type="checkbox"/> yes <input type="checkbox"/> no	Dates:
	Days:	Times:	
15.	Type of operation (check all that apply): <input type="checkbox"/> Agritourism <input type="checkbox"/> CSA Farm <input type="checkbox"/> Farmers' Market <input type="checkbox"/> Greenhouse <input type="checkbox"/> On-farm/Ranch Sales <input type="checkbox"/> Roadside Market <input type="checkbox"/> Sell to Schools <input type="checkbox"/> U-pick <input type="checkbox"/> Winery <input type="checkbox"/> Other (specify)_____		
16.	Agritourism Activities Offered (check all that apply): <input type="checkbox"/> Bed & Breakfast <input type="checkbox"/> Corn Maze <input type="checkbox"/> Event Facilities <input type="checkbox"/> Farm or Ranch Vacations <input type="checkbox"/> Fishing <input type="checkbox"/> Hayrides <input type="checkbox"/> Horseback Riding/Pack Trips <input type="checkbox"/> Hunting <input type="checkbox"/> Other (specify)_____		
17.	Is your farm certified organic? <input type="checkbox"/> yes <input type="checkbox"/> no   If yes, by which agency?_____		

## Commodities for Sale (check all that apply)

### Fruit & Vegetables

- |   |                                      |   |
|---|--------------------------------------|---|
| <input type="checkbox"/> Apples           | <input type="checkbox"/> Eggplant    | <input type="checkbox"/> Pumpkins                       |
| <input type="checkbox"/> Apricots         | <input type="checkbox"/> Garlic      | <input type="checkbox"/> Pumpkin patch listing in Oct.? |
| <input type="checkbox"/> Asparagus        | <input type="checkbox"/> Grapes      | <input type="checkbox"/> Radishes                       |
| <input type="checkbox"/> Beets            | <input type="checkbox"/> Green Beans | <input type="checkbox"/> Raspberries                    |
| <input type="checkbox"/> Bell Peppers     | <input type="checkbox"/> Herbs       | <input type="checkbox"/> Rhubarb                        |
| <input type="checkbox"/> Broccoli         | <input type="checkbox"/> Honeydew    | <input type="checkbox"/> Spinach                        |
| <input type="checkbox"/> Brussels Sprouts | <input type="checkbox"/> Leeks       | <input type="checkbox"/> Squash                         |
| <input type="checkbox"/> Cabbage          | <input type="checkbox"/> Lettuce     | <input type="checkbox"/> Strawberries                   |
| <input type="checkbox"/> Cantaloupe       | <input type="checkbox"/> Nectarines  | <input type="checkbox"/> Sweet Corn                     |
| <input type="checkbox"/> Carrots          | <input type="checkbox"/> Okra        | <input type="checkbox"/> Tomatoes                       |
| <input type="checkbox"/> Cauliflower      | <input type="checkbox"/> Onions      | <input type="checkbox"/> Turnips                        |
| <input type="checkbox"/> Celery           | <input type="checkbox"/> Peaches     | <input type="checkbox"/> Watermelon                     |
| <input type="checkbox"/> Cherries         | <input type="checkbox"/> Pears       | <input type="checkbox"/> Zucchini                       |
| <input type="checkbox"/> Chile Peppers    | <input type="checkbox"/> Pinto Beans |   |
| <input type="checkbox"/> Chiles - Roasted | <input type="checkbox"/> Plums       |   |
| <input type="checkbox"/> Cucumbers        | <input type="checkbox"/> Potatoes    |   |

Other Fruits/Vegetables (specify) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

### Beverages

- ☐ Cider ☐ Juices ☐ Mead  
☐ Wine (types of wine) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Tasting room available? ☐ yes ☐ no

Appointment? ☐ yes ☐ not necessary

### Miscellaneous

- ☐ Cheese ☐ Christmas trees ☐ Eggs  
☐ Honey ☐ Christmas tree listing in Dec.?  
☐ Pickles ☐ Popcorn

### Other Goods

- ☐ Baked goods ☐ Handcrafted gifts ☐ Jams/Jellies  
☐ Other (specify) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

### Meat

- ☐ Beef ☐ Buffalo ☐ Lamb ☐ Pork ☐ Poultry  
☐ Sausage ☐ Jerky  
☐ Fish (specify) \_\_\_\_\_  
☐ Game (specify) \_\_\_\_\_  
☐ Other (specify) \_\_\_\_\_

Are your meat products sold ☐ Fresh ☐ Frozen ☐ Both?

How do you sell your meat products? (check all that apply.)

☐ Whole ☐ Half ☐ Quarter

☐ Retail Packages

☐ Minimum Amount Sold \_\_\_\_\_

☐ Other (list) \_\_\_\_\_

What type of facility are your meat products processed in?

☐ USDA-Inspected ☐ State-Inspected (Custom Exempt)

Is your meat certified organic? ☐ yes ☐ no

If yes, by which agency? \_\_\_\_\_

Do you claim that your meat products are natural?

☐ yes ☐ no

If yes, explain \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

In addition to meat products, do you sell live animals for processing?

☐ yes ☐ no

How can people purchase your meat products?

☐ Delivery Available

☐ Farmers' Markets (list locations) \_\_\_\_\_

\_\_\_\_\_

☐ On-Farm Sales, call first? ☐ yes ☐ not necessary

☐ Online

☐ Shipping Available

☐ Telephone

☐ Other (list) \_\_\_\_\_

Are you currently registered on Colorado MarketMaker ☐ yes ☐ no

If no, would you like information emailed to you? ☐ yes ☐ no

# 2011 Colorado Farm Fresh Directory

## Advertising Rates and Information

Join us in celebrating the **27th** edition of the **Colorado Farm Fresh Directory**, which is a county-by-county listing of farms, farmers' markets, CSAs, u-picks and roadside stands that offer fresh produce and other farm products direct to the consumer. The publication will also list a variety of agritourism activities such as corn mazes, horseback riding, farm & ranch vacations, farm tours and more! By far the Department of Agriculture's most popular publication, **100,000 copies** of **Farm Fresh** will be distributed statewide the last week of May.

### Advertising content suggestions, based on target audience

- ▲ Recipes (particularly for grilling and other dishes that complement fresh fruits and vegetables)
- ▲ Coupons
- ▲ Food safety information
- ▲ Nutrition information

### Distribution (FREE to consumer)

- ▲ Denver Metro Area – Tattered Cover Bookstores, Denver Botanic Gardens, other outlets
- ▲ Front Range – to targeted households through milk home delivery companies
- ▲ Statewide – CSU Cooperative Extensions, Chambers of Commerce and Visitor Welcome Centers
- ▲ Statewide – participating libraries and businesses
- ▲ Worldwide – through Colorado Department of Agriculture's web site, [www.coloradoagriculture.com](http://www.coloradoagriculture.com)
- ▲ Complimentary supply to participating advertisers

### Ad Sizes and Rates

Two-Color Full Page: Black and Orange-PMS 130 2x (C-3%, M-51%, Y-85%, K-0%) - \$500.00

Full-Color Full Page: CMYK - \$750.00

Front Page Sponsor: Includes Full-Color Full Page ad and logo on front cover. - \$1,000.00

### Placement within Directory

All ads are placed at the discretion of the Markets Division, based on space.

### Submittal of Ads on Disk

CDs and jump drives are accepted in PC format as In Design or Illustrator EPS files. All fonts and graphics must be included. All ads must be created CMYK. Please include printout of ad with disk and/or drive.

### Page Size

Trim size: 6" x 10"

Image size: 5.25" x 9.375"

### Publishing Schedule

Friday, February 11.....Deadline for reserving ad space

Friday, February 18.....Deadline for submitting artwork

Friday, May 27.....Farm Fresh to distribution points

Wednesday, June 1.....Announce availability to public

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## 2011 Colorado Farm Fresh Directory-Ad Reservation Form

Company/Organization				
Contact		E-mail		
Telephone		Fax		
Address		City	State	Zip
<b>Type of Ad</b>		<b>Price per Page</b>	<b>Quantity</b>	<b>Total Cost</b>
<input type="checkbox"/> Two-Color (Black and Orange) Full Page Ad		\$500.00		
<input type="checkbox"/> Full Color Full Page Ad		\$750.00		
<input type="checkbox"/> Front Page Sponsor (Full Page Ad and Logo on Cover)		\$1,000.00		
<b>Amount Due</b>				<b>\$</b>

- ☐ Check enclosed, made payable to *Colorado Department of Agriculture*.
- ☐ Invoice my company.
- ☐ Artwork enclosed.
- ☐ Artwork to follow. Art deadline is February 18, 2011.

Please return this form by February 11 to reserve your space.  
Fax to (303) 239-4125, or mail to:  
Colorado Department of Agriculture,  
Markets Division  
700 Kipling Street, Suite 4000